

ABSTRACT OF THE DISCLOSURE

The sheet feeding apparatus feeds sheet media between a feed roller and a separating member pressed into contact with the feed roller, and separates and conveys sheet media held between the feed roller and the separating member one by one by utilizing differences in frictional coefficients between the feed roller, the separating member, and the sheet media. The sheet media are separated and conveyed while periodically changing the pressurizing force of the reverse roller against the feed roller.